



COMMUNITY VISIONING CITY OF DELTONA

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Facilitated by
Marilyn E. Crotty
Institute of Government
University of Central Florida

INTRODUCTION

The City of Deltona initiated a strategic planning process on October 17, 2015 with a community visioning workshop. Ms. Marilyn Crotty, director of the Florida Institute of Government at the University of Central Florida, designed and facilitated the process.

Deltona residents, businesses, organizations, and other stakeholders were invited to the workshop to share their hopes and dreams for the future of the city. Approximately 56 people attended the session. While the Mayor, members of the City Commission, and staff were present at the workshop, their role was to observe and listen to the ideas generated by the participants.

The attendees were assigned to small groups in which they responded to questions posed by the facilitator. This report is a summary of the ideas that were generated with special attention to the emerging consensus on issues that was apparent at the workshop.

This information will be shared with the City Commission prior to their strategic planning session on November 7, 2015 and will provide community input to the goals, objectives, and priorities that the Commission establishes for the city.

COMMUNITY TREASURES AND VALUES

The participants were asked to identify the treasures and values of the City of Deltona...the things that they love about the city and want to see continued, protected or improved. These might be physical places or intangibles like community character. There were eight small discussion groups with about 7 people in each group. The responses have been grouped into seven categories (environmental, city facilities/infrastructure, qualities/characteristics, community assets, events/activities, government services, values) with the number in front of the item indicating the number of groups (8 groups total) that included this issue on their lists. A complete list of each small group's comments is included in Appendix A of this report.

PART I – Treasures and Values

What are the treasures and values of Deltona...the things (whether physical places, or intangibles like community character) you love about the city and want to see continued, protected or improved? What would you want to ensure is preserved as Deltona plans for the future?

Environmental

- (6) Parks and lakes
- (5) Lyonia Preserve and Environmental Center
- (3) Trails – Lakeside District Trail, bike trails
- (3) Open space
- (2) Nature – natural environment
- (1) Scrub Jays
- (1) Sandhill Cranes
- (1) Springs
- (1) Access to St. John's River
- (1) Improvements to natural areas

City Facilities/Infrastructure

- (3) Parks – Thornby Park, diversity in parks, nature walks
- (2) Dewey O. Boster Sports Complex
- (2) Veterans' Museum
- (2) Senior Center
- (1) Deltona Community Center (Lake Monroe)
- (1) Planted medians – Providence, Howland, North Normandy
- (1) Sidewalks
- (1) 3 entrances from I-4

Qualities and Characteristics

- (8) Diversity of population – age, socio-economic, ethnicity, etc.

- (4) Affordability
- (3) Location - convenient
- (3) Quiet – compared to other cities; bedroom community
- (2) Country feel
- (2) Kids and workforce – 46,000 (1 out of 5 in Volusia County)
- (2) Layout of city – mixed use, close to businesses
- (1) Small town feel
- (1) Largest community in county
- (1) Historical – schools, museum items, original homes (Methodist home)
- (1) Home values
- (1) Low density
- (1) Educational opportunities growing
- (1) Sense of community with stability
- (1) Good people
- (1) More good than bad

Community Assets

- (7) Library
- (4) Churches - diverse
- (4) Healthcare access – pediatric clinic open after hours, plans for Florida Hospital
- (3) Public School System
- (3) Institutes of Higher Learning – Daytona State College, Bethune Cookman University
- (2) Amphitheater – concerts
- (1) Shopping pods
- (1) WalMart
- (1) Multiple environmental organizations
- (1) Movie theater
- (1) Underdeveloped land

Events/Activities

- (3) Community activities
- (1) Cultural events
- (1) Festivals & events

Government Services and Personnel

- (3) Parks and recreation – kids' activities
- (2) Current Commission and mayor – accessible
- (1) Access to city officials (efficient, transparent, and easy for new residents)
- (1) City Manager
- (1) City cares and is involved
- (1) EMT/fire service

- (1) Lower taxes
- (1) Stormwater management

Values

- (2) Public safety – low crime rate, pedestrian safety, water safety
- (1) Spirit of religious harmony
- (1) Multi-generational responsibility
- (1) Collaboration with community
- (1) Value each other
- (1) Family oriented
- (1) Opportunity

VISION 2025

The second task assigned to the small groups was to discuss the City of Deltona ten years from now. What will the city be like? What does it look like? What is it like to live here, work here, retire here? What kinds of economic activity take place here? The participants were invited to share their hopes and dreams for the future of the city. The responses have been organized into eight categories (appearance/beautification, quality of life, economic development, development/redevelopment, environment, education, government services/operations, and transportation/mobility) combining information from all the groups. The number in front of the item indicates the number of groups at the workshop (total of 8) that included this issue on their lists. A separate listing of the responses from each group is found in Appendix B.

Appearance/Beautification

- (4) Rigorous residential and commercial code enforcement – cleaner streets, property; better enforcement
- (1) Code Enforcement management – community service projects for students and churches to assist with code management
- (1) Hold landlords accountable for residential and commercial properties
- (1) Clean up Deltona/entrances
- (1) Beautification of commercial nodes
- (1) City Beautiful
- (1) Beautiful homes and landscaping
- (1) Plant more trees
- (1) Beautification of main thoroughfares and neighborhoods
- (1) Change the perception with the visual

Quality of Life

- (6) Conference/Convention Center (central, multi-purpose)
Community Center for plays, concerts, meet all ages; graduation ceremonies; civic organizations; open till midnight

Activity Center – builds community; Deltona Village; Like Cranes Roost; I-4-Deltona Blvd

- (3) Public pools/splash park; state of the art; possible location Dewey Boster
- (3) Senior living complex – affordable
- (2) Community gardens – business, co-op
- (2) Better community involvement; better coordination of student volunteer opportunities
- (1) Make Deltona a place where people want to live and commercial will follow
- (1) Kids' activities – Go kart track, batting cage, etc
- (1) More walkability
- (1) Reduce number of homeless children/families
- (1) Reputation improved – tied to school
- (1) Social service center
- (1) Sports complex and hotels
- (1) Big arts center
- (1) Cultural opportunities
- (1) Handicapped access
- (1) Hospital
- (1) Self-sufficient citizens (people helping each other)
- (1) Expand YMCA and after school programs
- (1) Annual celebration of the City of Deltona, coordinated by volunteers

Economic Development

- (3) A business park for living wage jobs – in the city! 50 acres; industrial park sponsored by Duke
- (3) Business friendly environment
- (3) Restaurants
- (3) Businesses; commercial; small businesses
- (3) City Center – restaurants, car dealers, entertainment, activity center
- (2) Clothing/furniture stores; retail development
- (2) Malls; shopping center with anchor stores such as Macy's, JC Penney, etc.
- (2) Expand tax base
- (1) Full service medical
- (1) Use I-4 access to bring business to Deltona
- (1) Need big employers to generate jobs and commercial businesses
- (1) Investment opportunities
- (1) Grow businesses – call centers, auto parts repair house
- (1) Apartment buildings
- (1) Hotels
- (1) Promotion of historical sites
- (1) More job opportunity – better paying – technical
- (1) Farmer's Market (by the people)
- (1) Howland Blvd. and 104 entrance restaurant complex with outside perimeter parking and inside pedestrian/seating area with green space in the middle
- (1) Larger business office with increased resources that are more accessible to new businesses.
Invite more businesses that will help maintain or retirement community identity
- (1) Tax incentives to attract business

- (1) Manage disincentives for business

 - High tax base

 - Scrub jay mitigation;

- (1) Need more financial institutions

Development/Redevelopment

- (2) Downtown – centrally located, great neighborhood

- (1) Lakefront development/ecotourism brand

- (1) City that grows

- (1) More incentives for growth

- (1) Accessible/affordable commercial property

- (1) Developed SW side of Deltona (108)

- (1) No CRA

- (1) 4 corners of city development

- (1) Howland/Normandy development – Howland to Providence

- (1) Mirror Palm Coast development

Environment

- (2) Interconnected parks/trails; walking/bike trails

- (1) Preserve our lakes

- (1) Water conservation program

Education

- (1) Vocational training – expand W.S. Harvey

- (1) Schools – gardens to teach kids to grow food; agricultural teaching

- (1) A-level schools

- (1) Adult education and continuing education

- (1) Further development of Daytona State College and BCC – online learning to include adult learning and college courses, all ages

Government Services/Operations

- (4) Rebranding proposal – in 25 years we envision:

 - Increase re-education of Deltona's brand

 - Community involvement in re-branding

 - Deltona's own signature style

 - Specific community identity

- (2) New courthouse annex

- (2) Police Department

- (2) Self-sufficient government; sustainable, self-supporting

- (1) Expand reuse

- (1) Fiscal responsibilities – floods, roads; do more with less in order to keep treasures

- (1) Parks – different sports

- (1) Partnership with youth, business, and city

- (2) Sewers; affordable water/sewer rates

- (1) Streetlights

- (1) Senior Center

- (1) Action – stop talking – show me – for the people, no group homes, sanctuary city
- (1) Open-minded leaders – listen to people
- (1) Howland evacuation route
- (1) Better sidewalks
- (1) Better county and state relationships
- (1) Expand post office service
- (1) Water
- (1) Communications of available programs in the city (use water and electric bills)
- (1) Elimination of ordinances supporting shooting of guns/weapons/target practice in residential backyards within city limits
- (1) Improved visibility of volunteer services and opportunities, including community activities
 - Website/social media
 - Advertisement at local businesses
- (1) Development of regular Town Hall meetings that allow interactive exchanges online as well as at the meeting site
- (1) Change the perception of the city; has a negative perception; change the perception with the visual; media needs to be more positive

Transportation/Mobility

- (2) Transportation – SunRail access, bus, trolley, multimodal, infrastructure; improved
- (1) Access to I-95
- (1) Water taxi service
- (1) Marina/ferry/waterfront
- (1) Better secondary roads
- (1) Better bus benches; easy access to public transportation for handicapped
- (1) Existing road improvements

Each group was asked to select the three most important things they would like to see the city accomplish in the next ten years. The following ideas were identified:

Group 1

- *Rigorous residential and commercial code enforcement
- *Beautification of commercial nodes
- *Make Deltona a place people want to live and commercial will follow

Group 2

- *New courthouse annex
- *City center – restaurants, car dealers, entertainment
- *Kids' activities – Go Kart Track, batting cage, etc.

Group 3

- *Rebranding proposal
 - In 25 years we envision:
 - Increase re-education of Deltona's brand
 - Community involved in re-branding
- *Need big employers - generate jobs and commercial businesses
- *Improve undeveloped resources
 - Marina/Ferry/waterfront

Group 4

***Partnership**

- Business
- City
- Residence

***Infrastructure**

- Police department
- Sewer
- Septic
- Sidewalks
- Water/lakes

***City Beautiful**

- Business friendly
- Restaurants
- Hotels
- Apartment building

Group 5

***Transportation**

- SunRail access
- Bus
- Trolley
- Multimode
- Infrastructure

***Schools**

- Gardens to teach kids to grow food
- Agricultural teaching

Group 6

***Business and community development**

- Industrial centers
- Commercial shopping centers

***Sustainability**

- Community gardens
- School programs
- Garden to table (plus seniors)

***Deltona's own signature style (brand) people city – Balance of All (own QUIP)**

Group 7

***Further development of Daytona State College and BCC, online learning to include adult learning and college courses, all ages**

***Hold landlords accountable for residential and commercial properties (code enforcement and Police department)**

***Larger business office with increased resources that are more accessible to new business. Invite more businesses that will help maintain our retirement community identity**

Group 8

***City and Business Center**

***Howland/Normandy development – Howland to Providence**

***Tax incentives to attract business**

CONCLUSIONS

The community visioning workshop was well attended with a mix of participants. The diversity of the city was reflected in various dimensions: age, ethnicity, length of residency, etc. However, one common characteristic was evident and that was the love the residents of Deltona have for the city and their optimism to see it continue as a wonderful place to live in the future.

There was no shortage of ideas generated and as the City Commission plans for the future, it is important that the Commission keeps in mind the identified treasures and values that the residents would like to see continued or improved upon. There was broad agreement upon the following:

- The diversity of the city and the fact that the community is fully integrated in every aspect
- The affordability of the community
- The environmental aspects – parks, lakes, Lyonia Preserve
- The library
- A government that is open and responsive

While numerous suggestions were made for projects and programs to be initiated to create a desired future for the city, there was not a great deal of consensus on what that should consist of. It is clear however that the following issues were supported by many of the people in attendance at the workshop:

- The need to brand or rebrand the city
- Beautification and increased code enforcement
- A civic/conference center
- Increased retail/restaurants in the city
- Growth – economic and community development

The City of Deltona is poised to embrace a future that maintains the qualities that have drawn people to the community in the past and that will ensure it is a city that provides new opportunities for the people who choose to call this home.

APPENDIX A

The treasures and values identified by participants who attended the Community Visioning workshop held on October 17, 2015:

Group 1

Treasures and values:

YMCA

LEC (Lyonia Environmental Center

Lake Monroe Community Center

Lakeside District/Trail

Thornby Park

Parks/Recreation

Scrub Jays

Improvements include natural areas

Public school system and Institute of Higher Learning

Library

Diversity of the population

Dewey OB – Sports Facility

Veteran Museum

Planted medium dividers (i.e. Providence, Howland, N. Normandy)

An affordable community

Our Sandhill Cranes

Our festivals and events

Diversity in park themes (sports, birding, nature walks)...

Our kids and workforce (46,000) 1 of 5 in Volusia County

Group 2

Treasures and Values:

Location – convenient

Diversity – small town feel

Spirit of religious harmony

Parks and lakes

Affordability – cost of living

Group 3

Treasures and Values:

Terms of resident

City cares and is involved

Getting involved while in transition and access to city officials was efficient, transparent, and easy for new residents

Investing in future values demonstrated by parks and park events. Values for public safety is essential. Pedestrian and educate public on water safety, etc.

City is conscious of relevance of parks/recreation to the community

Senior center is valuable to multiple generations. City demonstrates multi-generational responsibility. First money needs appropriated to youth, not seniors (issue)

Plans have been laid for Florida Hospital Deltona
Future commercial development essential to economic future of Deltona
Absence of trade schools! (issue) that's been resolved.
Youth-driven trade schools are essential for graduates who have no interest or abilities to navigate college.
Collaborations with community who can bring facilities (resources to community)

Group 4

Treasures and Values:

Largest community

 Kids' activities

 Parks – new complex

 Multiple sports

Library

Amphitheater – concerts

Historical

 Schools

 Museum items – get back

Original homes by Methodist home

Nature look/feel

Current commissions

 City manager

Diverse population

Historic areas

Location

Home values

Lakes

Trails

Group 5

Treasures:

Quality of life

 Open space

 Mixed community

Quiet

 Compared to other cities

Parks

 Veterans' museum

Community activities

Music, parks, events, kids

Preserve

 Unique

 Bike trails

Close to businesses

Schools (vocational program)

Varied Ethic

- Age
- Socio-economic
- EMT/Fire service
- Library
- Country/city feel
- City layout
 - Homes
 - Mix
 - Commercial pods (mixed use)
- Churches
- Healthcare
- Sidewalks
 - Sale next weekend Providence/Normandy

- Values:
 - Churches
 - Safety
 - Fire, police, evac
 - Low crime rate
 - Family
 - Upcoming
 - Parks
 - Schools
 - Library
 - Senior center
 - Community activities for all
 - Open space
 - Land
 - Country feel
 - Quiet
 - Low Density Housing
 - Community
 - Values of each other
 - Residential
 - Nice neighbors
 - Good people
 - More good than bad

Group 6

- Treasures:
 - Affordable homes
 - Quiet – bedroom community
- Location
- Lower taxes
- Potential opportunity
- Diversity

Parks and activities
Values:
Library – environmental center
The new senior center
Churches (diverse)
Higher education (2)
Shopping pods (need more)

Group 7

Treasures and Values:
Back to the future
Lakes, natural environment, green spaces
Low cost living
Diverse population
State of the art Library and Lyonia center
YMCA
Sense of community with stability
New Wal-Mart and pediatric clinic that is open after-hours
Three entrances into Deltona form I4
Accessible City Commissioners and our Mayor
Multitude of environmental organizations
Programs and recreational activities for children and youth (Dewey-Boster Complex)

Group 8

Treasures:
Lyonia Environmental Center and Preserve
Various springs in city
Access to St. John's River
Accessibility is pretty good
Former activity city – need one
Movie theatre
Amphitheatre
Parks (variety)
Community Center at West Circle
Daytona State College
BCU
Educational opportunities growing
Library – awesome
Storm water management

Values:
Underdeveloped land
Education opportunities
Churches abound
Cultural events
Diversity

Healthcare access

APPENDIX B

VISION 2025

Vision for the City of Deltona in 2025 as described by the small discussion groups on October 17, 2015. Items highlighted with an asterisk in front of them are the priorities each group designated for the future.

Group 1

*Rigorous residential and commercial code enforcement

*Beautification of commercial nodes

*Make Deltona a place people want to live and commercial will follow

Clean-up Deltona/entrances

Public pools/splash park

A business park for living wage jobs – in the city!

Activity center development (shopping, eating, entertainment)

Conference center

Interconnected parks/trails

Vocational training (expand W.S. Harvey)

Business friendly environment

Full service medical

Expand reuse

Group 2

*New courthouse annex

*City center – restaurants, car dealers, entertainment

*Kids' activities – Go Kart Track, batting cage, etc.

More walkability

Social services coordinator for city

City pool

Business park – 50 acres

Maintained affordability

Access to I95

Group 3

*Rebranding proposal

In 25 years we envision:

Increase re-education of Deltona's brand

Community involved in re-branding

*Need big employers - generate jobs and commercial businesses

*Improve undeveloped resources

Marina/Ferry/waterfront

Water Taxi Service
Lake front development/Eco Tourism Brand
Community Pools
Walking/bike trails
Use I-4 access to bring business to Deltona
Reduce number of homeless children/families
Active community
City that grows
Re-brand city offerings
Investment opportunities
Clothing/furniture stores
Sidewalks
Commercial taxes
Malls
Restaurants
Grow businesses
 Call centers
 Auto parts repair house
More incentives for growth
Expand tax base
Accessible/affordable commercial property

Group 4

***Partnership**

Business
City
Residence

***Infrastructure**

Police department
Sewer
Septic
Sidewalks
Water/lakes

***City Beautiful**

Business friendly
Restaurants
Hotels
Apartment building

Fiscal responsibilities (floods, roads – do more with less in order to keep the treasures)

Parks – different sports

City beautiful

Restaurants
Businesses
Apartment buildings
Hotels

More business friendly
Partnership with youth and business and city
Sewers
Street lights
Sidewalks
Senior Center
Community center campus for plays
Concerts –to meet all ages
Enhance code enforcement
 Cleaner streets
 Cleaner property
Police department
Self-sufficient government
Preserve our lakes
Promotion of historical sites
Developed SW side of Deltona (108)

Group 5

***Transportation**

SunRail access

Bus

Trolley

Multimode

Infrastructure

***Schools**

Gardens to teach kids to grow food

Agricultural teaching

***Bring more business tax base**

Action (stop talking – show me)

For the people

Sanctuary city

Group homes – no

Activity center

Builds community

Deltona Village

Like Cranes Roost

Commercial

I-4 - Deltona Blvd

Open minded leaders

Listen to people

Convention center

Per FL Statute

Restaurants

Mom/pop

Senior living (complex)

Affordable

Howland evacuation route
Reputation (improved)
 Tied to school
Social
 Homeless program
Downtown
 Centrally located
 Great neighborhood Program
Social balance
Community Garden
 Business
 Co-op
Code enforcement
 Better enforcement
 Cleanliness
No CRA

Group 6

***Business and community development**

 Industrial centers
 Commercial shopping centers

***Sustainability**

 Community gardens
 School programs
 Garden to table (plus seniors)

***Deltona's own signature style (brand) people city – Balance of All (own QUIP)**

Social service center
Beautiful homes and landscaping
Better secondary roads
Improved transportation
Business center
4 Corners of city development
Better sidewalks (more)
Downtown center (central)
Community center (central)
Sports complex and hotels
Big arts center
A level schools
Cultural opportunities
Small businesses
Senior living centers
Handicapped access
Hospital
Better county and state relationships
Adult education and continuing education
Better community involvement

More job opportunity – better paying – technical
Plant more trees
Business friendly
Better bus benches easy access to public transportation for handicapped
Affordable water/sewer rates
Expand post office service
Water conservation (program)
Farmers market (buy the people)
Deltona's own signature style (brand)
Self-sufficient citizens (people helping each other)
Expand YMCA and after school programs
Communications of available programs in the city (use water and electric bills)!
Trash

Group 7

*Further development of Daytona State College and BCC, online learning to include adult learning and college courses, all ages

*Hold landlords accountable for residential and commercial properties (code enforcement and Police department)

*Larger business office with increased resources that are more accessible to new business. Invite more businesses that will help maintain our retirement community identity

Howland Blvd. and I-4 entrance restaurant complex with outside perimeter parking and inside pedestrian/seating area, with green space in the middle

Deltona Community Conference Center – multi-purpose:

- Graduation ceremonies

- Community theatre

- Citizen – specific activities

 - Hobby clubs

 - Civic organizations

 - Volunteer organizations

- Open until midnight

Deltona Police Department

Specific community identity

State-of-the-art community pool/water sports complex. Possible location Dewey Boster

Beautification of main thoroughfares and neighborhoods

Elimination of ordinances supporting shooting of guns/weapons/target practice in residential backyards within city limits

Improved visibility of volunteer services and opportunities, including community activities:

- Website/social media

- Advertisement at local businesses

Development of regular Town Hall meetings that allow interactive exchanges online as well as at the meeting site.

Development of a shopping center with anchor stores, such as Macy's, JC Penney, etc.

Annual celebration of the City of Deltona, coordinated by volunteers

Better coordination of student volunteer opportunities

- Character building

Community involvement
Work experience; skill development

Group 8

*City and Business Center

*Howland/Normandy development – Howland to Providence

*Tax incentives to attract business

Retail development

Change the perception of the city. Has a negative perception

Change the perception with the visual

Media needs to be more positive

Manage disincentives for business

High tax base

Scrub jay mitigation

Industrial Park sponsored by Duke

We need to create retail/business synergy

Municipal complex is not a real complex - Courthouse Annex

Civic Center

Mirror Palm Coast Development

Existing road improvements

Need more financial institutions

Code enforcement management

(Community service projects for students and churches to assist with code management)